

## SPORTS BUSINESS IQ

This is a fun quiz to see how familiar you are with sport business and the sports industry. This should give you some idea of your level of general knowledge.

1. Identify and briefly explain who and/or what the following people and terms are, and/or their relationship to the sports industry:
  - a) PSL: \_\_\_\_\_
  - b) SWA: \_\_\_\_\_
  - c) Dick Ebersol: \_\_\_\_\_
  - d) MLS: \_\_\_\_\_
  - e) Donna Orender: \_\_\_\_\_
  - f) Arturo Moreno: \_\_\_\_\_
  - g) Tim Finchem.: \_\_\_\_\_
  - h) ATP: \_\_\_\_\_
  - i) Jacques Rogge: \_\_\_\_\_
  - j) Myles Brand: \_\_\_\_\_
  - k) IMG: \_\_\_\_\_
  - l) Charles Dolan: \_\_\_\_\_
  - m) Juan Antonio Samaranch: \_\_\_\_\_
  - n) Sepp Blatter: \_\_\_\_\_
  - o) Brian France: \_\_\_\_\_
  - p) Paul Tagliabue: \_\_\_\_\_
  - q) SGMA: \_\_\_\_\_
  - r) Phil Knight: \_\_\_\_\_
  - s) Executive Director, MLBPA: \_\_\_\_\_
  - t) David Stern: \_\_\_\_\_
2. What is Title IX? \_\_\_\_\_
3. What does ESPN stand for? \_\_\_\_\_
4. Who owns Fx, the cable station: \_\_\_\_\_
5. Name two sports marketing companies:  
\_\_\_\_\_
6. What was FoxTrax? \_\_\_\_\_
7. From the list below, identify the top three sporting events in terms of their TV rating (from highest to lowest):

NBA Finals  
Daytona 500  
World Series

Rose Bowl  
Super Bowl  
NCAA Men's Basketball Championship game